PHILIP MORRIS

U.S.A.

120 PARK AVENUE, NEW YORK, N.Y. 10017-5592 TELEPHONE (212) 880-5000

April 29, 1998

Mr. Steve Bellissimo
Phoenix Marketing & Research Inc.
2130 Pond Road - Unit H
Ronkonkoma, NY 11779

Dear Mr. Bellissimo:

RE: Name Generation Surveys

Please be advised that effective immediately, any smoker who wishes to fill out a name generation survey must show photographic identification bearing a date of birth. As always, the surveyor must check the smokers date of birth to ensure that he/she is 21 years of age or older. The surveyor must also verify that the name on the survey matches the name on the identification.

Please ensure that all policies and training manuals are updated immediately.

We appreciate your cooperation.

Sincerely,

Ina W. Broeman
Director, Event Marketing

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Source: https://www.industrydocuments.ucsf.edu/docs/znhn0004